

# Bannerlink<sup>®</sup>

Dynamic Rich Media Video Banner Ads

## Hundreds of Product Listings. One Banner.

Liquidus' data-driven banner displays hundreds of product videos within one Rich Media expandable ad unit.

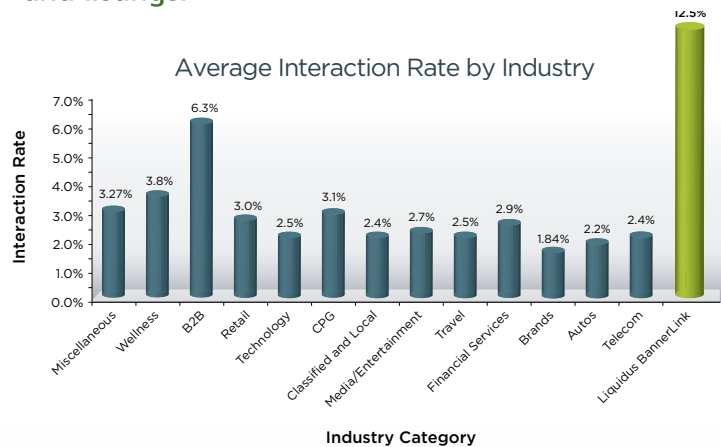
- Bring each product listing to life with images, video clips, music and custom text-to-speech voiceover
- Increase consumer engagement with an interaction rate that is up to 5x higher than other Rich Media video ads\*
- Promote conversion by directing consumers to a purchase page for each product
- Create a personalized shopping experience with customizable sort functionality



### Key Bannerlink Features Include:

- Ability to display entire inventory
- Product optimization
- Dynamic product updates
- Geo-target product inventory
- Behavioral targeting
- Retarget specific products
- Repurpose current display campaign creative
- No Setup Fee/Creative Fees

Bannerlink provides consumers with multiple opportunities to interact with a retailer's brand and listings.



\*Source: DoubleClick for Advertisers. 2009.



## Functionality & Features

Logo placement builds brand awareness

Text-to-speech voiceover and music bring products to life

**58" Panasonic 1080p 480Hz Plasma HDTV**  
\$3,499.99

This plasma HDTV features 3D color management, motion pattern noise reduction and game mode for stunning visuals and a Secure Digital card slot for viewing digital photos. With a

**BUY IT NOW!** **MAP IT!** **SEND TO A FRIEND**

One click to purchase page

Sort by product category or brand

**BEST BUY**

www.BestBuy.com

**Sony Cybershot 12.1 Megapixel Digital**  
Reg. \$199.99  
**SALE \$179.99**

**58" Panasonic 1080p 480Hz Plasma HDTV**  
\$3,499.99

**SALE**  
**Apple MacBook with 13.3" Display**  
Reg. \$1,359.99  
**SALE \$1,299.99**

**SORT PRODUCTS**

**VISIT OUR WEBSITE**

Advertise sale prices



## REPORTING

### Know your ad performance

- See exactly how viewers are interacting with your banner.
- Bannerlink reporting tracks more than impressions and CTR. Advanced metrics include interaction rates, expansion rates, average video play time, email leads generated and much more.

Contact a Liquidus sales representative today at 312.337.9888 or visit [www.liquidusbannerlink.com](http://www.liquidusbannerlink.com) to learn more.



Video Merchandising for Online, Mobile & TV